



City of
COSTA MESA

Demonstration Project
April 21, 2018

Explore Merrimac offered Costa Mesa residents and Orange Coast College students an opportunity to re-imagine Merrimac Way by transforming the streets into safer and more enjoyable places to walk, bike, skate and roll. The event along Merrimac Way provided attendees the opportunity to experience potential improvements to enhance bicycle and pedestrian safety and create connections to the college. Temporary demonstrations featured a protected bike lane on both sides of Merrimac Way, sidewalk seating and shade, an activated community event hub, and connections to the Core Campus Bike Loop path.

Project Goals

SCAG, the City of Costa Mesa, Orange Coast College, and the project advisory committee members demonstrated **Explore Merrimac** to promote bicycle and pedestrian safety and raise awareness of potential infrastructure improvements. The project team utilized the demonstration project to gain community feedback and facilitate public involvement in potential implementation.

- ✓ Attract 250-500 participants.
- ✓ Evaluate traffic impacts over a one-month period to measure demonstration benefits and host community meetings before, during, and after the demonstration project.
- ✓ Engage Orange Coast College and local stakeholders in potential infrastructure improvements on Merrimac Way to connect to the Core Campus Bike Loop.
- ✓ Promote planned safety improvements to City residents and gain public feedback to facilitate the implementation process.
- ✓ Prioritize healthy mobility options and sustainable transportation projects in the City and College.

Demonstration Elements



3 Participants enjoy riding the demonstration protected bike lane on Merrimac Way.



Community Participation

400 Attendance

41,584 Impressions

73% had never attended a **community meeting** about transportation

27% travel around their community by **Walking**

23% travel around their community by **Bicycle**

64% Full time resident of Costa Mesa

63% under 44 years old

20% Hispanic/Latino

Advisory Committee

City of Costa Mesa
Costa Mesa Bikeways and Walkability Committee

Orange Coast College Faculty and Staff
Orange County Transportation Authority (OCTA)

Food Riders Student Organization
Local resident



2 Go Human passport stations encouraged participants to provide feedback on the demonstration.



4 The event hub demonstrated creative seating, shade, games, and a place to gather with family, friends, and neighbors.



2 Electric bike demonstration rides provided a chance to try a new way to get around to work, school, or play.



5 Participants ride safely along the protected bike lane on Merrimac Way.



4 Participants share feedback on the demonstration elements at the feedback wall.



1 The pop-up bike lane featured potted plants donated from a local nursery and wayfinding signs for programming.

Community Feedback

93 Surveys Collected

100%
want more
**open streets
events**

79%
support
**buffered
bike lanes**

98%
support
making these
**improvements
permanent**

96%
think improvements
make the street feel
**more safe
and inviting**

70%
would always or frequently
ride to school/work/play
if they could ride their bike on
protected facilities



Top 3 Desired
Walking
Improvements

- Improved sidewalks
- Public space/parks
- Street lighting



Top 4 Desired
Bicycling
Improvements

- More bike lanes
- Separated bike lanes
- Traffic enforcement
- More bicycle parking

"This is a really fun way to plan for improvements. The Go Human campaign is great because it's important for human health both in terms of exercise, our air quality, our energy use, etc. So if we're looking for a sustainable future, we really want to Go Human!"

– Mayor of Costa Mesa Sandra Genis



Next Steps

- The City of Costa Mesa will evaluate public feedback to consider implementing the protected bike lane as permanent infrastructure on Merrimac Way.
- Orange Coast College will be working towards permanent implementation of the connection to the Core Campus Loop in the coming year.
- After implementation of the Core Campus Loop connection, Orange Coast College will explore creating additional bike and skateboard parking on campus via the creation of "mobility hubs".
- After the success at Explore Merrimac, the City will continue efforts to improve safety for bicyclists and pedestrians on a broader scale.



[f](#) [t](#) [@](#) #GoHumanSoCal

GoHumanSoCal.org/ExploreMerrimac

This project was undertaken as part of the Southern California Association of Governments' *Go Human* Active Transportation Safety and Encouragement Campaign. *Go Human* is a community outreach and advertising campaign with the goals of reducing traffic collisions in Southern California and encouraging people to walk and bike more. SCAG hopes to create safer and healthier cities through education, advocacy, information sharing, and events that help residents re-envision their neighborhoods.